

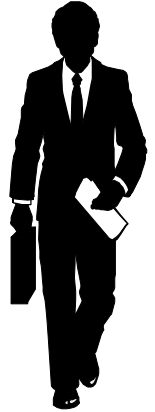
# FINDING A JOB IS A JOB



Looking for work is a full-time job and is the hardest work a person may ever do! A serious job search requires as much time looking for work as will be spent on the job.

Certain things are essential for an effective job search. You've done an assessment of yourself. You know your personality type and values; your skills and interests. Before you actually apply for any jobs, begin your job search by gathering and organizing all the information you need to sell your qualifications and satisfy the needs of a prospective employer.

First, you must have clear occupational goals and objectives. Knowing the kind of work you are looking for will keep your search focused. No one is really looking for "anything." Every job seeker has requirements for employment and limitations on their current qualifications. Without clear job search goals, the search will become aimless and ineffective. Use what you learned from your assessment to define your goals.



Next, you must look at the list of your skills you've identified and narrow it down to those pertaining to the particular job(s) you are seeking.

Then, prepare a personal data sheet with all your employment-related information. This will make employment applications easier to complete. Also, write one or more resumes that advertise your skills to an employer.

Now you are ready to begin seeking that new job. The job market is constantly changing. During one period of time job opportunities may be scarce, during another period they may be plentiful. Regardless of job market conditions, there is always strong competition for the better jobs. Successful candidates are those who use up-to-date job search techniques.

## **The Hidden Job Market**

Experts agree that today the vast majority (80 percent or more) of job openings are not advertised. Most employment opportunities are hidden. A primary reason is simply that most employers do not need to advertise; they have enough applicants without it, through "word of mouth", or networking. Another reason is that employers prefer to hire on a referral from someone they trust.

There are a variety of strategies that increase your chances of identifying job openings and breaking into the hidden job market. These techniques include: networking, DWS employment centers, direct employer contact, employment services, electronic bulletin boards and resume scanning systems. Electronic resume systems allow job seekers to enter resumes and search for jobs on the Internet. America's Job Bank is an example of such a system. You can access the job bank via the Workforce Services home page at: <http://www.dws.state.ut.us/>.

## **Networking**

Tell everyone you know you're looking for a job, and be specific about what you are seeking. This is a targeted effort and should not be limited to casual conversations. It should be a calculated campaign to contact people for ideas, suggestions and information.



## **DWS Employment Centers**

Employment centers provide excellent help for finding jobs, and can also provide current workforce trends and labor market information such as wages, etc. Other services, such as career counseling and community resources are also available. Self-help facilities, including free computer use, are available at each center in addition to the job bulletin boards.

## **Direct Employer Contact**

Direct contact is essential for the serious job seeker. But direct contact takes planning and preparation.

It is not enough to just walk in and ask “Are you hiring?” A successful job search is a sales campaign and your challenge is to sell your qualifications.

The first step is to list potential employers. As your job search progresses, you will continually change this list. One excellent resource is **FirmFind**, a computer program available free on the DWS web site. This is a list of all the companies in Utah employing 10 or more people. You can search it by area or occupation to find employers’ names, addresses and phone numbers.

The local public library is also an excellent place to identify potential employers and prepare your job search strategy. Specific publications to review include the phone book, Chamber of Commerce listings, employer profiles, industry guides and newspapers. Additional sources for information include your local schools, your church and community agencies.

Once you have your list of potential employers, plan a strategy to approach each one. Develop a short “sound bite” by describing aloud the job you seek, the skills you offer, and why you are the best candidate. When contacting an employer directly talk to the person who would supervise you in your desired job, even if there are not jobs currently open.

### **Employers’ Expectations**

Conveying how you can contribute to the employer’s business needs in a job application, resume and during an interview is very important. Keep the basic needs of employers in mind:

- ¥ Employers need to make money.
- ¥ Employers need to save money.
- ¥ Employers need a problem-free work environment.
- ¥ Employers need people who get along well with others.

### **Private Placement Agencies**

Employment agencies come in all shapes, sizes and prices—including free. Some specialize in very specific occupational areas. Many employers have exclusive arrangements with employment agencies and they can be an excellent resource for job leads. If you are interested in the services of an agency, investigate them carefully. Determine what they will do for you and how much it will cost.

Temporary agencies and contract houses are another source of employment. Increasingly, employers are turning to them for help. Many people have worked their way into excellent employment by first working as a temporary. Once they prove themselves, the employer is eager to hire them as permanent employees. Even if this does not happen, temporary jobs are an excellent way to build skills, gain experience, and minimize the cost of re-employment.

If you are receiving any wage subsidy, such as Unemployment Insurance, be sure to check for any adverse consequences temporary employment may have on these benefits. If you choose to use an agency, check them out very carefully and be sure you understand all the conditions of the contract.

Remember, looking for a job **is** a job. Persistence and follow-up are the keys to a successful job search. If you are serious about employment, plan your follow-up. There is no such thing as a wasted effort, and the only dead lead is the one you chose to kill. Situations change and the employer who is not hiring today may be looking for someone with your qualifications in the future. Don’t give up!

---

For more information: <http://careers.altavista.com/networking.html> ,  
<http://careers.altavista.com/longdistance.html> ,  
<http://careers.altavista.com/articles/hightech.html> ,  
<http://www.studentadvantage.lycos.com/lycos/article/0,1534,c2-i17-t0-a16296,00.html>  
<http://www.studentadvantage.lycos.com/lycos/article/0,1534,c2-i17-t345-a11747,00.html>  
<http://careers.wsj.com/?content=cwc-succeed-balance.htm>